

In the Claims

Claims 1-37 were previously canceled.

Please amend claims 38 and 45-51 as shown herein.

Claims 38-62 are pending and are listed following:

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1-37. (canceled)

38. (currently amended) A method for use by a component return entity, the method comprising:

10 receiving a component of a printing device that has been utilized within the printing device and subsequently removed from the printing device, the component including a memory component that maintains printing-related data;

retrieving the printing-related data from the memory component after
15 the memory component has been removed from the printing device and returned to the component return entity; and
utilizing the printing-related data for printing analysis.

39. (previously presented) A method as recited in claim 38,
20 wherein receiving the component includes receiving a replaceable component of the printing device.

40. (previously presented) A method as recited in claim 38,
wherein receiving the component includes receiving a recyclable component of
25 the printing device.

41. (previously presented) A method as recited in claim 38, wherein receiving the component includes receiving the component via a replaceable component recycle program.

5 42. (previously presented) A method as recited in claim 38, wherein receiving the component includes receiving a toner cartridge of the printing device.

43. (previously presented) A method as recited in claim 38,
10 further comprising utilizing the printing-related data for marketing analysis.

44. (previously presented) A method as recited in claim 38, further comprising developing a product distribution scheme based on the printing-related data.

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45. (currently amended) A method as recited in claim 38, wherein the printing-related data includes print media usage data collected when the printing device is operational and when an imaging medium is printed on the print media.

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46. (currently amended) A method as recited in claim 38, wherein the printing-related data includes a total number of print media having an imaging medium printed thereon when routed in the printing device, and a total number of a particular type of print media having a determinable media
25 identifier and having the imaging medium printed thereon when routed in the printing device.

47. (currently amended) A method as recited in claim 38, wherein the printing-related data includes a percentage of a total number of a particular type of print media to a total number of print media having an imaging medium printed thereon when routed in the printing device.

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48. (currently amended) A method as recited in claim 38, wherein the printing-related data includes a total number of a brand of print media having an imaging medium printed thereon when routed in the printing device.

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49. (currently amended) A method as recited in claim 38, further comprising determining a percentage of a total number of a particular type of print media to a total number of print media having an imaging medium printed thereon when routed in the printing device, the printing-related data including the total number of the particular type of print media and the total number of print media.

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50. (currently amended) A method as recited in claim 38,
further comprising:

determining a total number of print media having an imaging medium
printed thereon when routed in the printing device;

5 determining a total number of a particular type of print media having a
determinable media identifier and having an imaging medium printed thereon
when routed in the printing device; and

determining a percentage of the total number of the particular type of
print media to the total number of print media routed in the printing device, the
10 printing-related data including the total number of the particular type of print
media and the total number of print media.

51. (currently amended) A method, comprising:

receiving a replaceable printing component that has been utilized within
15 a printing device and subsequently removed from the printing device, the
replaceable printing component having print media usage data maintained
therewith, the print media usage data being collected during one or more
printing operations when an imaging medium is applied to print media;

retrieving the print media usage data from the replaceable printing
20 component after the replaceable printing component has been removed from
the printing device; and

utilizing the print media usage data for printing analysis.

52. (previously presented) A method as recited in claim 51, wherein retrieving the print media usage data includes retrieving the print media usage data from a memory component of the replaceable printing component.

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53. (previously presented) A method as recited in claim 51, wherein the print media usage data is further collected during the one or more printing operations of a printing device with the replaceable printing component configured for operation with the printing device, and wherein receiving the replaceable printing component includes receiving the replaceable printing component in an inoperable state and removed from the printing device.

54. (previously presented) A method as recited in claim 51, wherein receiving the replaceable printing component includes receiving the replaceable printing component via a replaceable printing component recycle program.

55. (previously presented) A method as recited in claim 51, wherein receiving the replaceable printing component includes receiving a toner cartridge of a printing device.

56. (previously presented) A method as recited in claim 51, further comprising utilizing the print media usage data for marketing analysis.

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57. (previously presented) A method as recited in claim 51, further comprising developing a product distribution scheme based on the print media usage data.

5 **58. (previously presented)** A method as recited in claim 51, wherein the print media usage data includes a total number of print media routed during the one or more printing operations and a total number of a particular type of print media having a determinable media identifier routed during the one or more printing operations.

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59. (previously presented) A method as recited in claim 51, wherein the print media usage data includes a percentage of a total number of a particular type of print media to a total number of print media routed during the one or more printing operations.

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60. (previously presented) A method as recited in claim 51, wherein the print media usage data includes a total number of a brand of print media routed during the one or more printing operations.

20 **61. (previously presented)** A method as recited in claim 51, wherein a manufacturer of the replaceable printing component receives the replaceable printing component and retrieves the print media usage data.

62. (previously presented) A method as recited in claim 51,
25 further comprising providing the print media usage data to a manufacturer of the replaceable printing component.